July 25, 1973

TO: Board of Directors of T.I.T.L.

FROM: William L. Steele

SUBJECT: Test Results for Market Sample No. 13.

Enclosed are the test results for the latest market survey (Market Sample No. 13). The data when compared with those reported in November 1972, show a mean difference of +0.01mg/cigt. for nicotine and -0.03mg/cigt. for "tar". Neither is significant.

The results of testing individual brands for statistically significant changes in "tar" and nicotine are attached. The plus or minus signs indicate the direction of change from twelve to thirteen. Whether these differences have any practical significance is unknown.

Ranking of brands by ascending "tar" values follows the F.T.C. scheme, which is by increasing values after rounding to one decimal place. Tie breaking is by lowest "tar" confidence interval, lowest nicotine, lowest nicotine confidence interval, and finally alphabetically.

Sincerely,

William L. Steele

WLS/ps
Enclosure

Board of Directors of T.I.T.L.

Dr. William W. Bates
Dr. Ivor W. Hughes
Dr. Preston H. Leake
Dr. Murray Senkus
Dr. Alexander W. Spears
Dr. Helmut Wakeham

cc: Dr. W. B. Bennett, Jr.
Senator Earle C. Clements
Mr. W. Brooks George
Mr. Thomas W. Holley
Mr. Horace R. Kornegay
Mr. Frank Resnik
Mr. Allan Topol

Source: https://www.industrydocuments.ucsf.edu/docs/mpnk0001